

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----021146Z 022097 /20

R 011103Z APR 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 749

UNCLAS BANGKOK 7155

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI

REF: USDOC 3369

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: N/A

4. BANGKOK BUSINESS EQUIPMENT LTD. PARTNERSHIP

4A. CODE: K

5. 5/5-6 DEJO ROAD

6. BANGKOK, THAILAND

7. ESTABL: 1970 8. EMPL: 60 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED

IN ORDER OF IMPORTANCE: LOCAL

12. RPT.DATE: 3/77

13A. 35793/1235. IMP.AGT.RTR.DIST. OF OFFICE MACHINES AND SUPPLIES

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13B. 35742/1235. IMP.AGT.RTR.DIST. OF ELECTRONIC CALCULATING  
MACHINES

14. CONTACT: MR. KIAT CHURDSUWANRAK TITLE: GENERAL MANAGER

15. CABLE: BUSIQUIPT 16. TELEX: NA 17. TEL. 234-8670

18. FINANCIAL REFS: BANGKOK BANK LTD., 3-9 SUAPA ROAD, BANGKOK; BANGKOK BANK OF COMMERCE, SURAWONGSE ROAD, BANGKOK.

19. TRADE REFS: HEWLETT-PACKARD CORP., 3200 HILLVIEW AVENUE, PALO ALTO, CALIF. 94304; SPEED-O-PRINT BUSINESS MACHINES CORP., 1801 WEST LARCHMONT AVENUE, CHICAGO, ILL. 60613.

20. AGENCY REP: TOKYO SHIBAURA ELECTRIC CO., LTD., TOSHIBA BUILDING, 2-1 GINZA 5-CHOME, CHUOKU, TOKYO 104, JAPAN, PHOTO COPYING MACHINES, ACQ: 1971; HEWLETT-PACKARD CORP., 3200 HILLVIEW AVENUE, PALO ALTO, CALIF. 94304, CALCULATORS, ACQ: 1976; SPEED-O-PRINT BUSINESS MACHINES CORP., 1801 LARCHMONT AVENUE, CHICAGO, ILL. 60613, BUSINESS MACHINES, ACQ: 1970; TECHNICAL PRODUCTS SENDIRIAN BERHAD, 240 MACALISTER ROAD, PENANG, WEST MALAYSIA, DIAZO PAPER, ACQ: 1972; WESTACO PACIFIC PTY. LTD., P.O. BOX 273, MILSONS POINT, N.S.W., AUSTRALIA 2061, ELECTROSTATIC PAPER, ACQ: 1973.

21. BANGKOK BUSINESS EQUIPMENT LTD. WAS ESTABLISHED IN 1970 WITH AN AUTHORIZED CAPITAL OF US\$7,500 AS A LIMITED PARTNERSHIP OF MRS. CHARINPORN CHURD SUWANRAK, MR. KITI TAYCHACHAIWONGSE AND MRS. KALAYA KOVITKUL. FIRM IMPORTS OFFICE MACHINES AND SUPPLIES FROM U.S. (45 PERCENT), JAPAN (30 PERCENT) AND FROM ENGLAND, WEST GERMANY, SINGAPORE, MALAYSIA, AUSTRALIA AND TAIWAN. ITS OFFICE AND SALES- ROOM OF 244 SQ.METERS IN A LEASED BUILDING ARE LOCATED IN ONE OF BANGKOK'S BUSINESS AREAS. IT ALSO OWNS A 600 SQ.METERS WAREHOUSE. IT IS AFFILIATED WITH THE FLORINTAL MARKETING AGENCIES (WTDR - UNCLASSIFIED

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6/73), AN IMPORTER OF OFFICE MACHINES AND SUPPLIES AND EXPORTER OF THAI PRODUCTS. SUBJECT FIRM EMPLOYS 60 PEOPLE INCLUDING 15 SALESMEN. ITS SALES VOLUME IN 1976 WAS REPORTED TO BE US\$1,000,000. LOCAL BANK REPORTS FAVORABLY ON SUBJECT FIRM; IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY  
AT AMEMBASSY BANGKOK  
WHITEHOUSE

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Office:** ACTION EA  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009